# **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.

		3	
			100
			14
			- 31
			,
			*
	•		
			4.1
			7



# Paramount Roses

ASTERN-GROWN Roses are none too plentiful this year, as the late May freezes destroyed many of the buds. Our crop is no exception. However, the remaining plants have made splendid growth and we expect to harvest high-quality stock.

A few more of the older and popular kinds are missing again this year, due to the unfavorable weather, but we do submit here, as you will note by carefully examining the following pages, a well-balanced list that contains most of the better kinds, both old and new.

Below is a picture of our storage and packing sheds as viewed across one of our Rose fields. The building to the left is completely insulated and equipped for cold storage. We believe it will correct many of the ills, caused by warm and unfavorable weather at and after digging time, and will help preserve all the energy in the plants until you get them. At least, we are doing all that we can to modernize our facilities, in order to grow and ship better and better Roses.



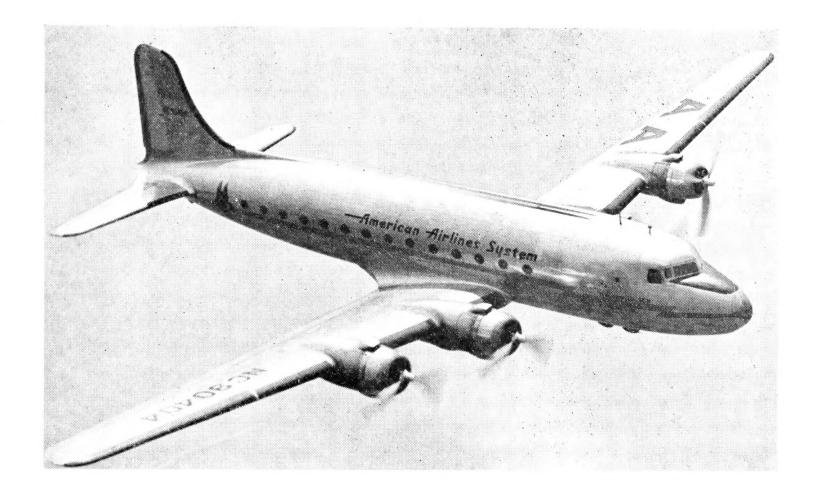
# PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Proprietors

WEST GROVE, PENNSYLVANIA

Near Jennersville in Chester County, Penna.

Phone: West Grove 2711



This Airship is similar to the one that carried A. D. Vanderkraats to and from Holland in June. The new Rose, American Flagship, was named in honor of these great flying ships. This Rose is described on page 7 and illustrated in color on page 8.

Mr. Vanderkraats found the physical condition of Holland rather encouraging. The work of restoring the destroyed areas was proceeding fairly well, retarded only by the lack of some materials. Transportation though slow was fairly certain. The trains were operating again on fairly good schedules. The country is full of bicycles, more so than ever before. These and boats are the chief means of travel.

Food is fairly ample, but with little variety. However, everything is still closely rationed, so the diet is quite badly restricted. Clothes are especially scarce, high-priced and stiffly rationed and is the main necessity of life that is constantly asked for.

People are working long and hard, wages are higher than pre-war but the prices are sky-high, so the net result is that the poor are poorer still.

The horrors and suffering of war has left much of the population un-nerved and uncertain of the future. The disruption of the old ways of life and its security will be felt for many years yet to come.

The nurseries of Boskoop, the great nursery center of Europe, are all in very good condition, clean and well planted. Most of the stock, however, is small and only lining-out material. Roses are in good production but the plants are light and small compared to our American crops. Many of their varieties are in the Polyantha and Floribunda class, as these are used extensively by all cities and municipalities for parks, street and roadway beautification. Most nurserymen are optimistic and look forward soon again to being able to sell Europe and the rest of the world plenty of its choice nursery stock.

#### WHEN TO PLANT

Roses

Proper planting time in the fall is from November 1 until freezing weather; in the spring, from early March, when the ground opens up, until April 30. Order early to insure your desired selection, and plant early each season for real Rose success.

We recommend fall planting as the best.

# Latest Novelty ROSES \$7.50

regular value \$9.00
DELIVERY FREE

The three Roses shown in color on these two pages plus the two shown on front and back cover pages.

RUBAIYAT
PEACE
SAN FERNANDO
KATHERINE T. MARSHALL
ERNIE PYLE



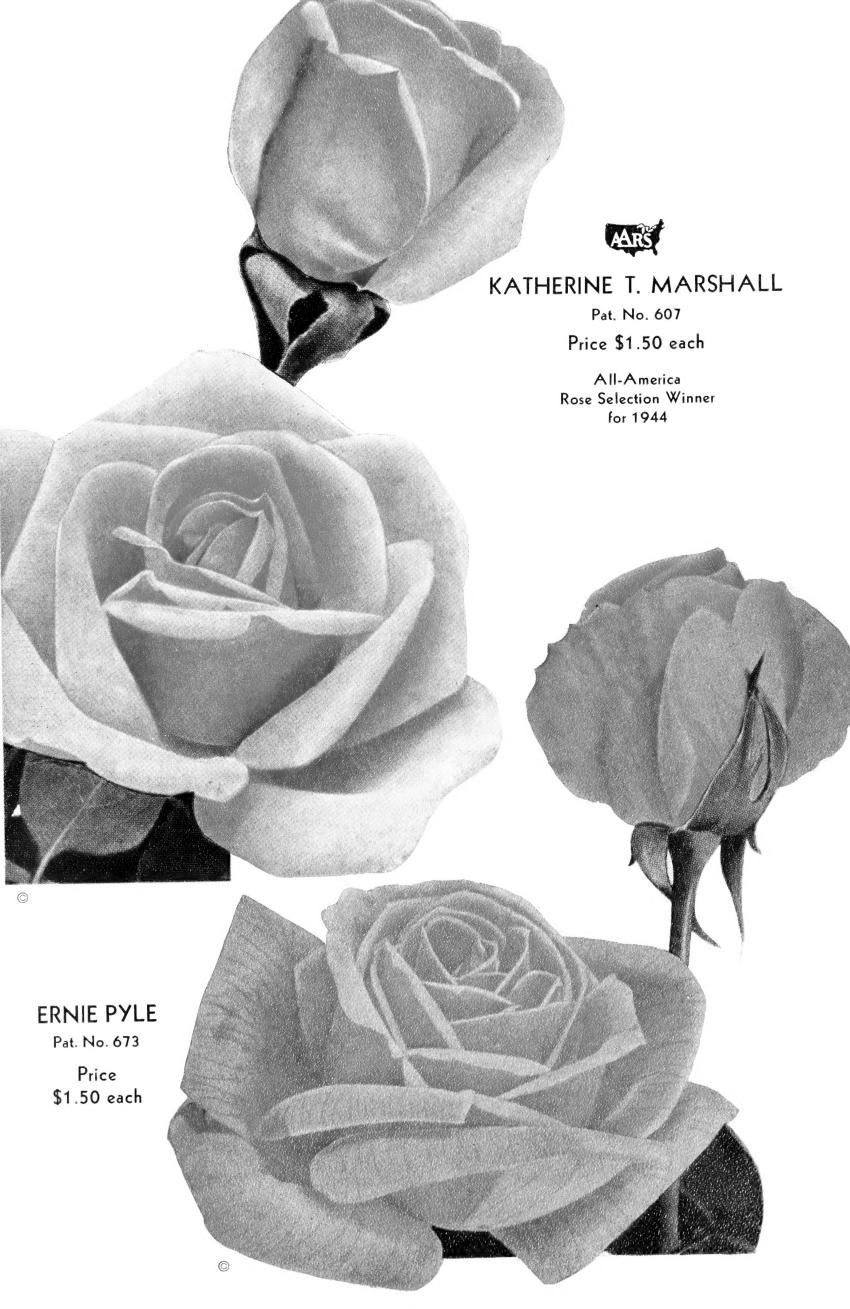
#### SAN FERNANDO. Pat. rights reserved

#### SAN FERNANDO

One of the 1948 All-America Rose Selections Pat. Pending



\$2.00 each



# Hybrid Tea Roses

### The Newer Varieties

Novelty Roses are priced individually, but substantial reductions may be had **IF ORDERED IN GROUPS OF THREE OR MORE OF ONE VARIETY.** 

\$1.35 kinds are 3 for \$3.40

\$1.50 kinds are 3 for \$3.75

\$2.00 kinds are 3 for \$5.00

We have made a few worthy additions to this Novelty list but have been compelled, by unfavorable weather, to leave out some of those previously listed; we hope only temporarily.

This symbol is, we believe, a real badge of merit. It represents the award given each such Rose, so marked, by the All-America Rose Selections, a nation-wide and complete organization for testing and scoring all new varieties before they are introduced to the public.



- AMERICAN FLAGSHIP. Attractive urnshaped buds open to high-centered, wellformed, double flowers of velvet-textured crimson-red, deeply shaded with rich oxblood tones. Holds color in sun; does not blue. Vigorous grower and free bloomer, with black-spot-resistant foliage. It is a cross of Crimson Glory, with many of its parent's characteristics, and was runner-up to Rubaiyat in the AARS trials for 1947. In color on page 8. Pat. No. 676.
- countess vandal. Long-pointed buds open to full, perfect, fragrant blooms, richly adorned in copper and salmon, suffused with soft yellow. Vigorous, upright grower that blooms unceasingly. The best of the "salmon" group. Shown in color on page 8. Pat. No. 38. \$1.35 each
- CRIMSON GLORY. Deep, velvety crimson. Rich in color, perfect in form, and delightfully fragrant. Thrifty grower of spreading habit and a free bloomer. Rated the best red and the most popular Rose of any color. Shown in color on page 9. Pat. No. 105. \$1.50 each
- beautifully formed, high-centered flower on long stems, with rich fragrance. Unfading color, best in the fall. A grand exhibition type. Winner of the Clay Cup for fragrance. Pat. No. 376. \$1.35 each
- **ECLIPSE.** Long, stream-lined bud of rich golden yellow. Vigorous, upright grower producing mildly fragrant flowers on long stems. Unusual, handsome and distinctive. The leader of all yellows. A most prolific bloomer. Illustrated in color on page 9. Pat. No. 172. \$1.35 each
- ernie Pyle. Glowing rose-pink. Flowers of great size are borne in profusion. Vigorous grower and bushy plant. Well-formed flowers on long stems, fine for cutting. Dedicated to the memory of the famous G.I. reporter. Shown in color on page 5. Pat. No. 673.

\$1.50 each

- GOOD NEWS. Peach-pink, changing to silvery pink in the open bloom. Full, perfectly formed, tea-scented flowers. Vigorous, bushy and altogether an excellent grower and constant bloomer. A truly door-yard Rose. In color on page 9. Pat. No. 426. \$1.50 each
- grand new shade of red. Chestnut color in bud-form, opening to firm-petaled blooms of begonia-rose. Some call it tomatored. Buds are long-pointed, on long stems. Flower is large, double, long-lasting, and unfading. Foliage is large, glossy, dark green. The bush is very vigorous, upright and bushy. Carnation fragrance. Pat. pending.

\$1.50 each

HECTOR DEANE. Strawberry-pink from crimson buds, diffused with orange, varying quite a lot. Tall, vigorous grower and very floriferous. The intense old-rose perfume is outstanding. Pat. No. 361. \$1.35 each

- ing pink. Rose of rare beauty and delicacy of form. Vigorous grower with abundance of large flowers on long, stiff stems. Ideal for cutting. Fruity fragrance. Growth and foliage above average. A 1944 ALL-AMERICA ROSE SELECTION. In color on page 5. Pat. No. 607. \$1.50 each
- McGREDY'S SUNSET. Saffron-yellow blushed with delicate orange. Beautiful buds, full shapely flowers, sweetly fragrant. Most vigorous plant and prolific bloomer. Pat. No. 317.
  \$1.35 each
- MIRANDY. Gorgeous chrysanthemum-red. Big, ovoid buds, often long-pointed, are deep, rich dark red with black shadings. Full flowers of beautiful form are long-lasting and have a wonderful fragrance. Plant is strong, free-branching, with heavy stems and is a grand producer. Shown in color on page 8. Pat. No. 632. \$1.50 each
- MME. COCHET-COCHET. Coppery pink. Beautiful form, exquisite coloring and sweetly fragrant. Splendid grower, free-flowering, and one of the best of all Roses. Pat. No. 129.

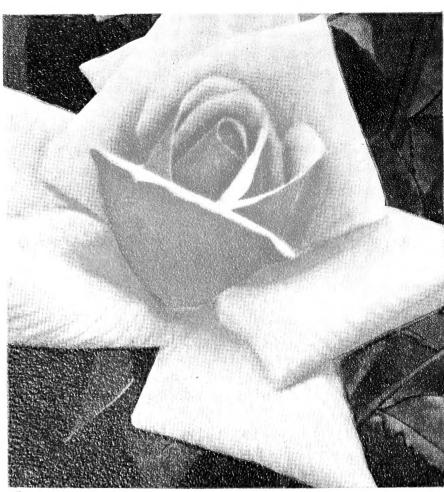
\$1.50 each

- PEACE. Sensational new Rose. Buds open yellow, with edges picoted cerise; glorious 5-inch blooms of firm, alabaster-white, each petal edged with pink that deepens as the flower slowly opens. Very double, showing a center heart of tawny yellow. The individual petals are large and of great substance. The large exhibition blooms are borne singly on strong, straight stems. The plant is supremely strong and vigorous, with superb foliage. This great new Rose appropriately heralds the dawn of Peace. In color on back cover. Pat. No. 591.
- RUBAIYAT. Brilliant red. Long, graceful buds open to rich-hued crimson blooms of lovely form. Rugged bush with luxuriant growth. Profuse bloomer with old-rose fragrance. Only All-America Award for 1947. In color on front cover. Prop. rights reserved. \$2.00 each
- SAN FERNANDO. Currant-red. Pointed, well-formed buds on stiff stems open to glowing, bright scarlet. Compact and vigorous grower with heavy, dark green, leathery foliage. Pronounced fragrance. An ALL-AMERICA for 1948. Shown in color on page 4. Pat. pending. \$2.00 each
- STERLING. Beautiful *pink*. The big, long-pointed bud of brilliant deep pink, with yellow at base, opens into a large bloom, lasting when cut; fragrant. *Pat. No. 21*. \$1.50 each
- WHITE BRIARCLIFF. Pure white. Fine form, ideal for cutting; deliciously fragrant. Vigorous and bushy plant. An early and prolific producer. Pat. No. 108. \$1.35 each

IF ORDERED IN GROUPS OF THREE OR MORE OF ONE VARIETY \$1.35 kinds are 3 for \$3.40 \$1.50 kinds are 3 for \$3.75

Paramount's S

MIRANDY. Pat. No. 632. \$1.50 each



COUNTESS VANDAL. Pat. No. 38. \$1.35 each

ROSES for

\$7.00

DELIVERED FREE

Regular value \$8.70



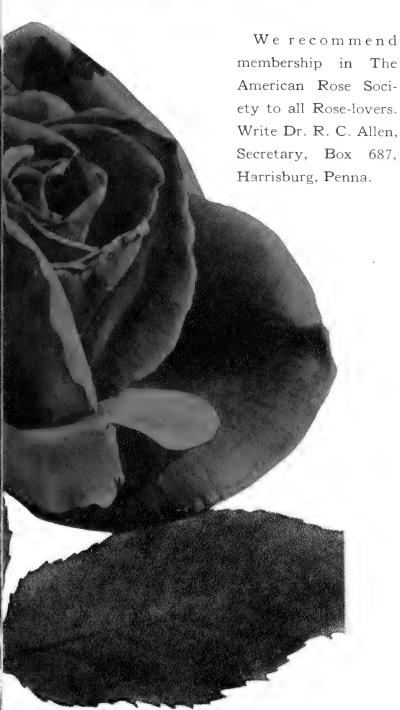
AMERICAN FLAC



D NEWS. Pat. No. 426. \$1.59 each



CRIMSON GLORY, Pat. No. 105, 81.50 each



HIP. Pat. No. 676. \$1.50 each



ECLIPSE. Pat. No. 172, 81.35 each

# Hybrid 7ea Roses STANDARD KINDS

# Prices of all Standard Kinds \$1.15 each; \$12.00 per doz. In any combination desired • Delivery Free

These are the old-timers that have proved satisfactory everywhere. Not all of our favorites are here, as bad weather ruined the buds of many, but you should not have any trouble in making a good selection for your complete satisfaction.

If you ever get discouraged by unfavorable weather, or the weeds or the pests, scatter a few more Radiance and Red Radiance around your Rose garden. Your enthusiasm for Roses will be greatly stimulated by their fine performance and activity.

- Ami Quinard. Blackish maroon, opening into semi-double flowers of rich velvety red, with blackish luster—brilliant and unfading; has old-time fragrance. Strong, upright grower and fine producer.
- Autumn. Radiant burnt-orange. Exquisitely formed buds, richly colored, open to moderately fragrant flowers that are a rainbow of colors—red, orange, yellow and pink. Upright grower, very vigorous, with large, leathery foliage. Active bloomer.
- Betty Uprichard. Two-tone—salmon and carmine. A very free and steady bloomer and unusually vigorous grower. Buds are long-pointed, on a good, heavy stem. Sweetly fragrant. Flowers unfurl with one petal tucked back like a cocked hat.
- Condesa de Sastago. Rich yellow buds unfold into copper-color blooms, with yellow on the reverse; fully double, with alluring raspberry fragrance. Exceptionally vigorous and supremely bushy.
- Editor McFarland. Deep pink that does not fade. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous.
- Etoile de Hollande. Brilliant dark red. Perfect buds; large, double flowers on long stems, and truly fragrant. Plant is vigorous and easily grown, continuously in bloom. Stems almost thornless and foliage healthy.
- Frau Karl Druschki. The White American Beauty. Snow-white blooms of immense size, fully double and of perfect form. Extremely bardy and vigorous. Good for exhibitions.
- Girona. Multicolored—Turkey-red and golden yellow. Full, double flowers of beautiful form; rich attar-of-rose fragrance. Free bloomer on tall, sturdy plant.
- Edith Nellie Perkins. Two-tone—salmon and carmine. Has an ideal bud that opens into perfect blooms with mild fragrance. Similar in color and form of flower to Countess Vandal, but a more bushy grower. Blooms freely.

- Joanna Hill. Creamy yellow. A typical florist's Rose that does well outside. It has long buds that open to very full, long-stemmed, perfect blooms with moderate fragrance. Upright grower that provides many fine flowers for cutting.
- Kaiserin Auguste Viktoria. Cream-white, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems, and richly fragrant. Truly majestic and the best white of all. Constant bloomer and healthy grower.
- Margaret McGredy. Orange-scarlet. Very large, long-pointed buds and beautiful double flowers, slightly scented. Extremely vigorous grower with healthy, glossy foliage. A tireless worker and wonderful bedding type. Truly Floribunda.
- McGredy's Scarlet. Velvety brilliant scarlet. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer with tough constitution. A very satisfactory Rose.
- Mrs. E. P. Thom. Clear yellow of uniform color. Vigorous, upright in growth with abundance of foliage and splendid plant habit. Full, double flower, sweetly scented, produced on long stems ideal for cutting.
- Mrs. P. S. du Pont. Golden yellow—a rich deep color that does not fade. Long-pointed buds and flowers of medium size that come in great profusion; spicy fragrance. Plant is a low grower but stoutly built, with abundance of foliage and is a prolific bloomer. The best allround yellow garden Rose. Actually Floribunda.
- Pedralbes. Rich yellow buds open to creamy white blooms of large size, with yellow center. Profuse and constant bloomer. Spreading type of growth. Flowers come in clusters on long, graceful stems, with slight fragrance. A great Rose.
- Poinsettia. Rich scarlet, color even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower; profuse bloomer. A very fine Rose.

- President Herbert Hoover. Yellow, orange and scarlet in a luscious blend of color. Large, glorious blooms come on long, strong stems that make each flower a real bouquet; richly fragrant. Exceptionally vigorous bush that breaks freely and is a very free bloomer. Fine in the fall.
- Radiance. The most dependable Rose in America—the standard for all others. Brilliant carmine-salmon with reverse rose-color. Its thrifty habit of growth and rugged character reach perfection. The most popular and most successfully grown variety in the country. Stagger some Pink and Red Radiances throughout your whole Rose bed. It will give a specially vigorous appearance to the entire lot.
- Red Radiance. Clear, genuine red. The counterpart of Radiance and its inseparable companion in the garden. Has all the dependable and admirable qualities of Pink Radiance, but has a richer color.
- Sister Therese. "The Little Flower." Golden yellow; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut-flower. Vigorous, active grower of spreading habit, and a very free bloomer.
- Talisman. Beautiful mixture of golden yellow, orange and scarlet, varied in every bloom. Richly colored buds on long stems, fine for cutting, especially in the fall; very fragrant. Upright, vigorous grower and constant bloomer. Most widely known Rose.

Prices of all Standard Kinds: \$1.15 each; \$12.00 per doz. In any combination desired • Delivery Free

# PARAMOUNT Standard Dozen Roses 12 Roses for \$11.00

#### DELIVERY FREE

This offer at a reduced price (actually one Rose free) includes our best selection of the available older and better-known varieties. You will find them at the top of every list of the most popular and satisfactory kinds.

This makes an ideal beginners' set. Larger, established gardens will also find these faithful friends needed to complete the Rose picture. They will give you the most for your money.

AMI QUINARD. Dark red.

CONDESA DE SASTAGO. Copper and yellow.

EDITOR McFARLAND. Pink.

**GIRONA.** Turkey-red and yellow.

KAISERIN AUGUSTE VIKTORIA. Creamwhite.

MARGARET McGREDY. Orange-scarlet.

McGREDY'S SCARLET. Brilliant scarlet.

MRS. PIERRE S. du PONT. Golden yellow.

POINSETTIA. Rich scarlet.

PRESIDENT HERBERT HOOVER. Two-tone.

SISTER THERESE. Golden vellow.

TALISMAN. Yellow, orange, and scarlet.

You had better plant your Roses this fall. There may be none left for next spring

# Floribundas LARGE-FLOWERING BEDDING ROSES

Betty Prior. Bright red buds open to single flowers of shell-pink, giving glorious two-tone effect, resembling pink dogwood. Prolific bloomer. Grows to 3 feet. Outstanding. Pat. No. 340. \$1.15 each; 3 for \$3.00

Donald Prior. Brilliant scarlet. Large semi-double flowers borne in great profusion. Very spectacular. Sturdy and vigorous, reaching 3 feet. Makes beautiful combination with Betty Prior. Pat. No. 377. \$1.15 each; 3 for \$3.00

Floradora. Dazzling bright cinnabar color with shades of scarlet. A spectacular show especially in mass planting. Buds are exquisitely formed, produced in profusion on a neat, symmetrical bush. Foliage glossy olive-green. Grows to height of  $2\frac{1}{2}$  feet. Pat. pending. \$1.50 each; 3 for \$3.75

Gruss an Aachen. Yellow, pink and rose. Ideal bedding Rose. Low, heavily foliaged bush, a constant mass of blooms. Flowers are large, full, double and good for cutting.

\$1.15 each; 3 for \$3.00

Permanent Wave. A strong-growing cochineal-red bedding Rose. Petals are peculiarly waved, which gives an unusually novel appearance to the clusters of large flowers, hence its name. A perfect hedge-plant with height of  $2\frac{1}{2}$  feet. Pat. No. 107. \$1.15 each; 3 for \$3.00

Pinocchio. Lovely salmon-pink, flushed with gold. Beautiful flowers come in sprays, splendid for corsages or bouquets. Free-branching, continuous and prolific bloomer with dark green foliage. Fruity fragrance. Height 2 feet. Pat. No. 484. \$1.25 each; 3 for \$3.15

Summer Snow. Pure white, very double blooms; sweetly fragrant. Profuse bloomer. About 20 inches tall. Pat. No. 416. \$1.15 each; 3 for \$3.00

World's Fair. Velvety crimson-scarlet. Large clusters of rich red cover the bush continuously. Big double flowers. Healthy, vigorous and prolific. Grows  $2\frac{1}{2}$  to 3 feet. Makes a spectacular show. Pat. No. 362. \$1.25 each; 3 for \$3.15

The Finest

Floribunda



new EVERBLOOMING PILLAR

ROSE

HIGH NOON

Pat. No. 704

PRICE

\$2.50 each 3 for \$6.25

Delivery Free



# HARDY CLIMBING ROSES, continued

**Doubloons.** A radiant yellow climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms in midseason and tends to rebloom later. Pat. No. 152. \$1.50 each; 3 for \$3.75

Dr. W. Van Fleet. Light pink. Extremely vigorous in growth. Flowers are large, well formed, on long stems, fine for cutting. Blooms \$1.15 each; 3 for \$3.00

HIGH NOON. Intense, clear shining yellow. Medium-size buds are borne on long, almost thornless stems, well clothed with light green, glossy foliage. Plant is luxuriant, bushy, many-stemmed and reaches a height of about 8 feet. Produces a large crop of magnificent long-stemmed buds in the spring and additional bursts of bloom throughout the growing season. An ALL-AMERICA ROSE SELECTION for 1947–48. Pat. No. 704. \$2.50 each; 3 for \$6.25

King Midas. Golden yellow. Vigorous and fast grower with large double flowers, slightly fragrant. Dark green, leathery foliage. An early bloomer. Pat. No. 586.

\$1.50 each; 3 for \$3.75

Paul's Scarlet Climber. Brilliant scarlet. The flowers are large and beautifully formed, borne in clusters and making a vivid splash of color that holds clear and true. The blooms come on long stems, good for cutting. Medium grower, ideal for pillars. Blooms in midseason. \$1.15 each: 3 for \$3.00



these were in full bloom.

It proved beyond question that the best use of Floribundas is in mass effect. It is not possible for most of us to plant large and solid beds of each variety, as done in parks and large estates, particularly in Europe. But we all can plant in groups or clusters of three or more of a kind, and get the same effect.

Three Roses have been named for the eminent Dr. McFarland: "The Doctor," "Horace Mc-Farland" and "Editor McFarland." No better or more deserving names could have been selected for these worthy Roses. Unfortunately, we are able to offer only the last named this year. Dr. Mc-Farland has done more for the improvement and dissemination of Roses in America than any other single individual.

lierace McFarland, dean of American rosamirking notes in his garden, Breeze Hill, Harris-

trom	 	 

PLACE STAMP HERE

# PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Props.

WEST GROVE, PENNA.

				,	
	,	·			
				•	
				,	
	•				

#### ORDER SHEET

# PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Props.

## WEST GROVE, PENNA.

Date

Date_	Date Amount Enclosed \$					
Name						
	Office	_ St	tate			
Expre	ess Office{if different}		-			
Quantity	ITEMS			Amount		
	Set— 5 Roses—Novelties. Pages 4 and 5	@ \$	7.50			
	Set— 6 Roses—Special Color. Pages 8 and 9	@ \$	7.00			
	Set-12 Roses-Standard Dozen. Page 11	@ \$	11. <b>6</b> 0			
		(2)				
	-					
		T	OTAL			

Num

1-0-57

O DOG



# HOW TO PLANT ROSES

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted.

When planting in the fall, no pruning is necessary, but cutting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks; water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-OGEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at most seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.

This is Hugh L. Cobb, the genial and enthusiastic Councilor of The American Rose Society, now residing in Pittsburgh but transplanted from the deep South, thank you. Cobbie's interest in Roses originated in the Breeze Hill Gardens at Harrisburg, where he is a frequent visitor, as he sells The J. Horace McFarland Company most of their catalog paper. Our association with him has been mutually beneficial in exchanging Rose information and solving Rose problems. In addition, we get better paper for our catalog.



Harrisburg, Pa., Breeze Hill Rose-Garden



New ROSE PEACE 1946 All-America Rose Selection Pat. No. 591. \$2.00 each

